



SENIOR MARKETING SPECIALIST, CALIFORNIA STATE LOTTERY

SALARY \$5,328 - \$6,477

Final Filing Date

January 8, 2009

Send Application To

California State Lottery
Employee Selection & Services
Attn: Christy
P.O. Box 2630
Sacramento, CA 95812-2630

Examination Date

January 2009

Deliver Application To

California State Lottery
Employee Selection & Services
Attn: Christy
600 North 10th Street
Sacramento, CA 95811

9LO06**Who Should Apply**

Persons who meet the minimum qualifications as stated. This is an open non-promotional examination.

Special Testing Information

If you have a disability that requires accommodation, mark the appropriate box on the STD 678. You will be contacted to make specific arrangements.

How to Apply

Submit a completed Examination and/or Employment Application (STD 678).

All applications must include "from" and "to" employment dates (month/day/year), time base, civil service classification title(s) and range(s).

Résumés containing additional information may be submitted with the STD 678.

Position Description

Positions at this level are high level independent specialists who perform the most difficult, complex, and sensitive marketing work, assuming responsibility for major activities central to the mission of the division and the California State Lottery. Positions conceive, develop, and recommend marketing objectives and strategies and supporting budgets to the California State Lottery's management; give strategic direction and review to agency staff contracted to provide advertising, public relations, consumer promotion, and point-of-sale services; develop strategic direction and manage the new product development process; oversee development and implementation of the largest promotional campaigns and activities; and recommend specialized communication and marketing strategies to support the California State Lottery's retailer network.

Minimum Qualifications

Education: The following education is required when non-state experience is used to qualify at any level: Equivalent to graduation from an accredited college or equivalent degree approved by the Council for Private Postsecondary and Vocational Education under the provisions of California Education Code Chapter 3, Part 59, Division 10, preferably with a specialization in marketing or communications. (Additional qualifying experience may be substituted for education on a year-for-year basis.)

(Possession of a Masters Degree in Business Administration from an accredited college or equivalent degree approved by the Council for Private Postsecondary and Vocational Education under the provisions of California Education Code Chapter 3, Part 59, Division 10, preferably with a specialization in marketing, may be substituted for one year of experience under the open pattern.)

Experience:

Either I: One year of experience performing the duties of a Marketing Specialist, California State Lottery.

Or II: Four years of progressively responsible professional experience performing duties comparable to that of either: (a) marketing manager, brand manager, or product manager in the marketing division of a large national or regional corporation engaged in product development or marketing of mass consumer products or services, or (b) an account executive, account supervisor, or research manager in a large regional or nationally-based media advertising or market research agency. Duties must be oriented to marketing or advertising a mass consumer product or service.

*Candidates who are within six months of satisfying either the education or experience requirement for this classification will be admitted to the examination, but they must fully meet the requirement before being appointed to this classification.

See Reverse for Additional Information

An equal opportunity employer to all regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, age or sexual orientation.

It is an objective of the State of California to achieve a drug-free state work place. Any applicant for state employment will be expected to behave in accordance with this objective because the use of illegal drugs is inconsistent with the law of the state, the rules governing civil service and the special trust placed in public servants.

Senior Marketing Specialist**9LO06**

Knowledge Of

Principles of product marketing, merchandising, sales, and project management techniques; principles and practices of business administration and management; budgeting techniques and tracking methods; and analytical methods and techniques used for problem identification, data gathering, data analysis, and decision making; the laws, rules, regulations, policies and procedures governing the operations of the California State Lottery and the sale of Lottery products; methods and techniques of effective leadership; project management; principles, practices, and trends of product development or management and retail marketing; alternative approaches to successful product marketing and merchandising; principles and practices of marketing research and analysis; and the dynamics of a variety of retail environments.

Ability To

Establish and maintain constructive relationships with external contractors and internal support staff; develop and maintain effective sales and expenditure tracking reports; reason logically and creatively, utilizing a variety of analytical techniques to develop and evaluate alternatives; effectively contribute to new business-building opportunities based on product's objectives and strategies; communicate effectively both orally and in writing; a high degree of tact; work independently; develop a complete fact base for evaluating program issues; draw sound conclusions; develop practical action plans; motivate, develop, and train other staff; develop long-range plans to achieve objectives which are both aggressive and realistic; reason strategically, logically, and creatively; develop and evaluate differing marketing strategies, advertising messages, and communication vehicles; assess public images established by various marketing efforts; analyze and interpret the results of research data; make strategic recommendations based on the data; develop consumer promotion events; prepare merchandising; and develop, propose, and successfully market new products.

Special Personal Requirements

Ability to creatively market products and services; think analytically, creatively, strategically, and practically; flexibility; work within time constraints; and open mindedness.

Examination Information

This examination will consist of a Qualifications Appraisal Interview (QAP) weighted 100%. The QAP will be a number of predetermined job-related questions. In order to obtain a position on the eligible list, a minimum rating of 70% must be attained in this examination.

Eligible List Information

A departmental eligible list will be established for the California State Lottery. Lists are established by competitive examinations. Candidates will only be notified of a change if prior to 12 months from the list date.

General Information

Veterans Preference: California law allows granting veterans preference credit in entrance level Open and Open, Non-promotional examinations. Directions for applying for veteran's preference credit are on the Veterans Preference Application (Form 1093) which is available on the Internet at www.spb.ca.gov.

Career Credits: Career credits are granted only in Open, Non-promotional examinations without a SPOT location. Three points are added to the final test score of those candidates who meet the criteria and who pass the examination.

Background Investigation: Pursuant to Government Code Section 8880.38, any successful candidate may undergo a thorough background investigation before employment with the State of California can be obtained.

Felony Disqualification: Pursuant to Government Code Section 8880.71, persons convicted of a felony or gambling related offense are not eligible to be examined for or be appointed to any position with the California State Lottery.

General Qualifications: Candidates should possess essential personal qualifications including integrity, initiative, dependability, good judgment, ability to work cooperatively with others, and a state of health consistent with the ability to perform the assigned duties of the class.

It is the candidate's responsibility to contact the California State Lottery, Employee Selection and Services unit at (916) 322-5109 four weeks after filing his/her application if he/she has not received his/her notice to appear for the examination. If a candidate's notice of testing fails to reach him/her prior to the day of the examination due to a verified postal error, he/she will be rescheduled upon written request.

Applications are available at the State Personnel Board or on their website at www.spb.ca.gov, local offices of the Employment Development Department and any California State Lottery district office.

If you meet the requirements stated on this bulletin you may be eligible to take this examination, which is competitive. Possession of the entrance requirements does not assure a place on the eligible list. Your performance in this examination will be compared to the Knowledge, Skills and Abilities required for this classification. All candidates who pass will be ranked according to their scores.

The California State Lottery reserves the right to revise the examination plan to better meet the needs of the service if the circumstances change under which this examination was planned. Such revision will be in accordance with civil service laws and rules and all competitors will be notified.

California State Lottery > Employee Selection & Services >

600 North 10th Street > Sacramento > CA > 95811

Exam Line (916) 322-5109 > From TDD Phones: 1-800-345-4275